

PRESS RELEASE

For immediate release: 28th April 2025

APOC Aviation announces the appointment of Geoff Ellis as Technical Asset Manager

“This strategic hire further strengthens our engines team, ensuring we continue to deliver exceptional service and uphold the high standards necessary as APOC continues to grow.”

Bruce Ansell, APOC Technical Manager, Engine Division



The Netherlands, 28th April 2025 [APOC Aviation](#), the intuitive trading and leasing specialist focused on engines, landing gear and USM components, has announced the appointment of aviation expert, Geoff Ellis, as Technical Asset Manager.

Ellis will assist with engine leasing, powerplant acquisitions and sales, material sales & trading. His role also includes management of technical records, overseeing shop visits, managing pre-buy inspections, and handling end-of-lease returns.

Ellis explains that it is APOC’s ambitious growth plans and opportunity to specialise in one area that that attracted him to the Company. “APOC’s strong financial backing, which ensures its continued growth, gives me an exciting opportunity to be part of a dynamic and forward-thinking team.”

With nearly 40 years of experience in aviation, Ellis has worked across manufacturing, structural maintenance and aircraft mechanics, and holds multiple qualifications, including EASA Part 66 B1.1, B2 Avionics, and B1.3 Turbine Helicopter licenses. He has held roles in line and base maintenance, charter engineering and supervision, providing him with a well-rounded perspective in aviation maintenance.

Bruce Ansell, APOC Technical Manager Engine Division, affirms that Ellis is a great match for APOC. “Geoff brings a wealth of experience and a deep understanding of the aviation industry, making him an invaluable addition to our team. His diverse background along with his numerous qualifications, will play a crucial role in strengthening our capabilities.”

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APOC, the intuitive trading and leasing specialist focused on trading, stocking and leasing major engine assets, landing gears and LRUs, is headquartered in The Netherlands. It has offices/representation throughout Europe (including a dedicated landing gear hub in Vilnius, Lithuania), Miami and Singapore. With a focus on Airbus, Boeing, Embraer and ATR resources. APOC is renowned for its aviation industry expertise which underpins the energy and commitment of its team. APOC's majority shareholder is private equity investor Egeria and the Netherlands-based fund has worked closely with the Company since 2020. It continues to drive APOC's transformative global footprint with a focus on continued vertical integration. See www.apocaviation.com

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